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IN THE UNITED STATES
PATENT AND TRADEMARK OFFICE

PATENT APPLICATION

Applicant: **Rick W. LANDSMAN, Wei-Yeh LEE**

Atty. Doc.: **UCC-1/CIP/RCE2**

Serial No.: **09/237,718**

Filed: **January 26, 1999**

Group Art Unit: **3622**

Confirmation No.: **7166**

Examiner: **Jeffrey D. Carlson**

Title: **A TECHNIQUE FOR IMPLEMENTING BROWSER-INITIATED
USER-TRANSPARENT NETWORK-DISTRIBUTED INTERSTITIAL WEB
ADVERTISING THROUGH USE OF AN ADVERTISING TAG
EMBEDDED IN A REFERRING WEB PAGE (as amended)**

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

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DISCLOSURE STATEMENT

The applicants respectfully request that the following reference be considered in the examination of the above-identified application. A copy of the reference is enclosed.

United States Patents

| <u>Patent Number</u> | <u>Inventor</u> | <u>Date Issued</u> | <u>Class</u> |
|----------------------|-----------------|--------------------|--------------|
| AA. 6,275,854 | Himmel et al | Aug. 14, 2001 | 709/224 |

REMARKS

Under rule 37 C.F.R. 1.98(a) (effective March 16, 1992), since the above-cited reference is in the English language, the applicants submit that no specific comments is necessary.

For the Examiner's convenience, the applicants have attached a completed Form PTO/SB/08A hereto.

Respectfully submitted,

November 14, 2003



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CERTIFICATE OF MAILING under 37 C.F.R. 1.8(a)

I hereby certify that this correspondence is being deposited on **November 17, 2003** with the United States Postal Service as first class mail, with sufficient postage, in an envelope addressed to the Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.



Signature

30,090

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(Use as many sheets as necessary)

Complete if Known

U. S. PATENT DOCUMENTS

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*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant. ¹Applicant's unique citation designation number (optional). ²See Kinds Codes of USPTO Patent Documents at www.uspto.gov or MPEP 901.04. ³Enter Office that issued the document, by the two-letter code (WIPO Standard ST.3). ⁴For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. ⁵Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST.16 if possible. ⁶Applicant is to place a check mark here if English language Translation is attached.

This collection of information is required by 37 CFR 1.97 and 1.98. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 2 hours to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. **SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.**

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